



STAPLES

Manufacturers

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Introduction

CNET Content Solutions (CCS), subsidiary of CBS, is the world's leading independent source of product information.

The CCS database contains detailed information for more than 6 million products in 18 languages covering Office Supplies' categories and IT, CE and White Goods' categories as well. From standardized content delivery to hosted services and custom solutions, CCS helps businesses to maximize the value of product information to improve customer experience.

CCS gathers product information from different original manufacturer sources and delivers standardized product data in a database readable format allowing his customers to easily import this content and display it on their websites.

Standardized content allows an easy integration, parametric search creation, and custom categorization and product comparison.

Corporate website: <http://www.cnetcontentsolutions.com>

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Data Components

1. Part number & EAN/UPC code (GTIN)

Part number

The manufacturer part number is the main reference for a product in the CCS system. In order to identify the product and link it to a CCS SKU, **it is mandatory to get the part number**.

The part number allows CCS to identify the exact product configuration or localization, when applicable.

EAN/UPC code (GTIN)

Even if the manufacturer part number is the main reference in the CCS system, the EAN/UPC code may also be very useful to identify the product and link it to the correct CCS SKU.

This is not mandatory information but we highly recommend including it to the content provided.

2. Specifications & Related products

Additionally to the information available below, you can check this [document](#) to get examples and information about CCS data components.

Non-localized content

This content is valid for all different languages. The specifications will be automatically translated when the related products and the images don't require any translation.

Specifications

What CCS requires is a document or link in which all the technical specifications are displayed. The more information will be provided, the better the quality of the content will be.

In order to speed up the capture process, the specifications should be provided in English. It is however possible for CCS to capture them in any other covered languages.

Related products (when applicable)

If you build products and accessories that can be used with these products, you can provide to CCS compatibility information between them.

If your products are compatible with products from other manufacturers (e.g. a cartridge for a printer), you can also provide the information.

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3. Images

Image(s)

CCS proposes multi-angles images that can for example be used to build a gallery. It is therefore important to provide as many high-resolution images as possible.

The standard images' resolutions are 200x150, 400x300 and 640x480.

CCS also captures Hi-Res images with resolution of 800x600, 1024x768, 1200x900 and 2400x1800.

An image captured will also be made available for all lower resolutions.

To be able to create the Staples central image bank with images for multiple channel purposes, images need to be of a high quality. To ensure this quality, images should meet the technical specifications listed in this [document](#).

4. Marketing text

Localized content

CCS does not translate localized components. They are captured in their original language from the manufacturer source, when available.

Marketing text

A marketing text should contain advertising information that highlights the benefits of using the product. If you can't provide such information, a detailed product description could be acceptable. The text must describe a specific product, model or product line but not the manufacturer or the product category.

A marketing text should not contain the following information:

Direct or indirect references to the manufacturer's website.

- Information about product warranty and included support.
- References to related products.
- References to products other than the product being described.
- Optional features or parts without direct indication that they are optional.
- Bullet formatting or numbered lists.

The marketing text shouldn't exceed 8,000 characters. The recommended text length is 4,000 characters.

Example: "M by Staples™ Arc Customizable Leather Notebook, Red, A5, 60 pages"

Cover-to-cover customization - create a system that's uniquely you. Unique design allows you to add, move and rearrange pages and accessories to best fit your needs.

How many ways can you organize your Arc? The choices are endless, and so are the combinations. Its ultra-flexible design allows you to add, remove and rearrange your favorite pages and accessories again and again. Because when it comes to your busy life, you need a notebook system that can keep up.

Choose your notebook.

Pick from poly and leather notebooks in a variety of colours, designs and sizes. Then add your type of paper and accessories to further.

Create a system that works for you.

Choose from page flags, dividers, weekly/monthly planner refill paper, the Arc desktop punch and more.

Add, remove and rearrange.

Customize your notebook your way. Sturdy, pre-punched pages and accessories can be added and moved, making organization a breeze.

5. Key Selling Points

Key Selling Points

The KSPs must contain a list of features that imply certain benefits of using the product. Unlike marketing descriptions, KSPs must give a brief account of the product's functionality and distinctive features, rather than focusing on advertising the product.

Each entry must specify a single product feature or benefit, and can be a complete sentence or a fragment. Entries consisting of more than one sentence are not allowed.

KSPs must describe a specific product, model or product line but not the manufacturer or the product category.

The KSPs should not contain the following information:

- Direct or indirect references to the manufacturer's website.
- Information about product warranty and included support.
- References to related products.
- References to products other than the product being described.
- Optional features or parts without direct indication that they are optional.

The KSPs shouldn't exceed 8,000 characters. The recommended text length is 4000 characters. The preferable length of each line shouldn't exceed 140 characters.

Example: "M by Staples™ Arc Customizable Leather Notebook, Red, A5, 60 pages"

- Genuine leather cover
- Premium, heavyweight paper
- 60 repositionable narrow-ruled sheets
- Interior pocket with business card slots
- Pen holder

- Available in letter & junior size
- Staples Brand 100% Satisfaction Guaranteed

6. Product Features

Product Features

The PFs must contain a list of features that imply certain benefits of using the product. Unlike marketing descriptions, PFs must give a brief account of the product's functionality and distinctive features, rather than focusing on advertising the product.

Each entry consists of a header and a body and specifies a single product feature or benefit.

The header may be a short sentence or a few words.

The body is intrinsically a detailed explanation of the feature pointed out in its header. It consists of only one paragraph. Each paragraph should have about the same size.

The PFs should not contain the following information:

- Direct or indirect references to the manufacturer's website.
- References to related products.
- References to products other than the product being described.

The PFs shouldn't exceed 8,000 characters. The recommended text length is 4,000 characters.

Example: "M by Staples™ Arc Customizable Leather Notebook, Red, A5, 60 pages"

- **Genuine leather cover**
Thick, high quality leather cover for a professional look and feel.
- **Premium, heavyweight paper**
100 gsm paper, extra white.
- **60 repositionable narrow-ruled sheets**
Simply pull out pages and move from one section to another. The Arc system lets you customize your notebook they way you want.
- **Interior pocket with business card slots**
Stay organized, quickly find your contacts on the road and never lose a business card again.

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7. PDFs

PDFs

The PDFs consist of 4 different document types:

- Product brochures & Datasheets
- User manuals
- Quick start guides
- Material Safety Data Sheet (MSDS)

Please note that all those documents can be displayed online by Staples but that the brochures and datasheets can also be used by CCS to capture the specifications and release the datasheets.

8. What's in the box

What's in the box?

What's in the Box component provides the list of all accessories and options delivered with the main product.

9. Environmental classification

Environmental classification

As Staples works with several different environmental labels, adding this information to the content provided will help to provide better content and meet Staples expectations in term of quality.

You will find below the list of labels concerned. Please note that they are not intended for all categories.

- [Blue Angel](#)
- [FSC](#)
- [PEFC](#)
- [EU Ecolabel](#)
- [Nordic Swan](#)
- [Fairtrade](#)
- [Austrian Ecolabel](#)
- [Krav](#)
- [Bra Miljöval](#)
- [Energy Star](#)
- [Rainforest Alliance Certified](#)
- [NF environment](#)

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- [TCO](#)

Additionally to the above, another useful information would be the percentage of recycled material.

- Percentage of recycled material

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How to provide content?

The CCS offers 3 different options for Staples' manufacturers to provide content:

1. PartnerAccess

Partner Access is an online platform providing access to your catalog available at CCS. Products can be reviewed and updated online. Statistics and reporting are also provided. More information is available [here](#).

2. Standard feed

Use the CCS standard feed to provide content by uploading it to a FTP account. You can download templates here: [Excel](#) or [XML](#). The XSD schema is available [here](#) and the User manual [here](#).

3. Email

Dedicated CCS Customer Support contact. See contact details below.

Additionally to those 3 options, CCS will also get information directly from manufacturers' websites. CCS will require an access to any restricted area of a manufacturer website to ensure good data quality.

Your Customer Support representative can provide the different options on subscriptions and setups.

Contact details

May you need any assistance, Yves Kangudja, your dedicated Customer Support representative based in Switzerland is available to answer your questions and to provide trainings and presentations.

CCS Customer Support

Primary contact (dedicated to Staples)

Yves Kangudja
EU Account Support Representative
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Escalation contact

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